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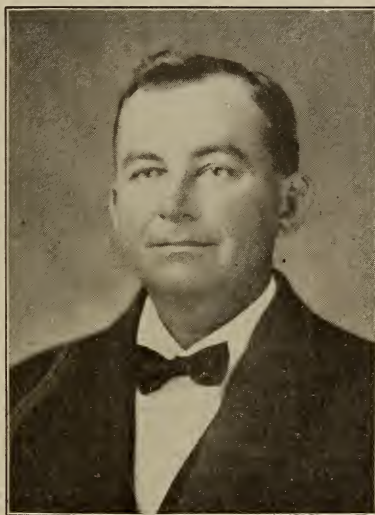
FEB 15 1917

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MAYER'S

Annual True Strain Illustrated Catalog of Small Fruit Plants



M. MAYER, Jr., Bohemian Nurseryman

1917

Mayer's Plant Nursery

(THE BOHEMIAN NURSERYMAN)

MERRILL

MICHIGAN



Norma, Myron, Parm Mayer

WORDS OF EXPLANATION

IN presenting you this copy of my little business book or, in other words, my valuable illustrated true catalog, I say without exaggerating that I offer the best vigorous stock grown. It's difficult to maintain true type of nature in growing and propagating plants. My many years' experience has brought me to growing true to nature in small fruit, with strawberry plants my hobby. My stock is my proof. My saddest word to my reader friends and customers is I am unable to quote prices on my stock this year as low as in past years on account of from twenty-five to two hundred per cent. higher cost, in three words explained—LABOR, LIVING and PAPER; but a like fluctuation is prevailing throughout the United States, making, I think, conditions fully understood without my further explanation. I conscientiously say my stock is VIGOROUS, fully matured to true nature. IT IS BEST. Sincere true nature study then fulfilling nature's beauty with VIGOR is in every Mayer plant. My stock leads many Michigan nurseries I am sure, and is equal to the best, I don't care where grown or what prices stock is sold at. In reading my catalog be sure to read all testimonials. (A joke.) You may have hundreds of them for asking. When I receive a testimonial I appreciate it and I answer every one by a nice letter. If my plants are worthy of testimony it is a pleasure to receive it. I'll give my promise that some one in the Mayer family will write you a letter of thanks. Testimonials are satisfaction explained, then should cease. Plain advertising is convincing and the only true form of approach. I grow all stock that I sell. Money, skill or climate will not get you better stock than Mayer strain of VIGOROUS plants and trees. My stock of all varieties is grown under the best methods possible to obtain. Being personally at the head of my nursery the thought many times comes to me if I could only show my customers the stock I grow, how easy it would be for them to place their orders with me. I have grown for 1917 large blocks of Strawberries, Blackberries, Raspberries and Peach Trees which estimates go up into millions of plants and trees. You can imagine how your order, small or large, will be appreciated. I truly assure my best possible personal attention at all times to orders favored me, and entire satisfaction to customer when order is received. Thanking my customers and friends for all past favors, now let the 1917 season be remembered by happiness and prosperity is my wish. I remain

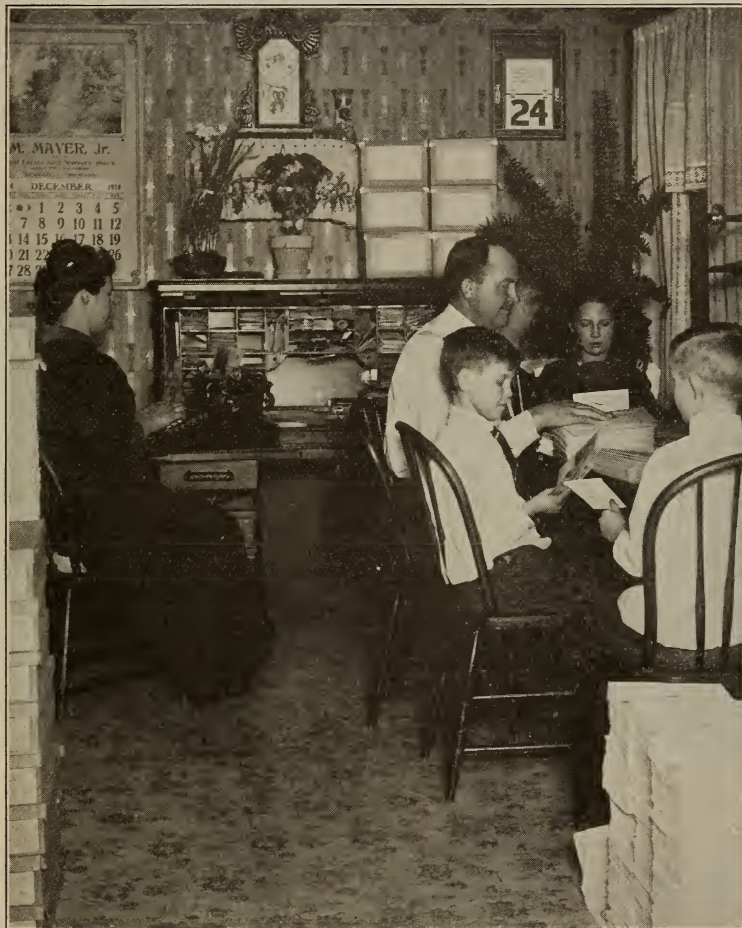
Yours very truly,

M. MAYER, Jr.,
Bohemian Nurseryman.

FEB 15 1917

INDEXED

MAYER'S PLANT NURSERY, MERRILL, MICH.



Office force of Mayer's Plant Nursery after school hours. (We all work.)

RUSH ORDERS

Telegram and Telephone orders will have my prompt attention. Union Telephone in my office. Bill telephone, 10c messenger. I advise Telegram for long distance.

MAYER'S PLANTS PRODUCE AND MAKE MONEY

MOST VALUABLE

Propagating Plants, Digging and Packing, Guarantee, To Help Pay Transportation, Sworn Statements, and References, are given in a few words as explanations which are valuable and true and should be of interest to you.

PROPAGATING PLANTS

My stock is propagated to reach growth, health and vigor, and all varieties will produce abundant crops of fruit. Read sworn statements how each and every acre receives a dressing according to my method of especially prepared stable manure just before planting selected plants from which are grown the stock I offer you.



Large Field of Senator Dunlap and Warfield Strawberry Plants on My Nursery

DIGGING AND PACKING

My plants are always dug from young beds that have not been fruited. The entire rows are dug. Parents and all inferior plants are discarded. Nothing but well rooted and large crowned plants are tied twenty-five in a bunch, packed in moss and will reach destination in good growing condition. All varieties are carefully separated when more than one variety is ordered. Digging begins in March and continues to about May 10th.

GUARANTEE

I guarantee every plant to be first class and true to label. I guarantee safe delivery of your order and in good growing condition by Express or Mail (freight delivery shipments at purchaser's risk). All varieties are guaranteed true to name. If they prove untrue to name, upon receipt of



My Way of Spreading Manure on My Nursery

proper proof, your order will be refilled with double the amount of your original order. I positively stand by my product. After receiving your order and before planting same, if you are not satisfied, I will refund money, but the order must be returned to me with all charges prepaid. These conditions are accepted as above stated and no others are binding by me.

TO HELP PAY TRANSPORTATION

I make prices very low in order to partly offset transportation charges on all orders to every state in the union. My plants are best each year. I get thousands of testimonials, and from warmer states, telling how my northern-grown plants are better than the rest. I make money at my prices quoted in this catalog. Don't compare this little business book of mine with some big or over elaborated catalog, but be sure to compare my price and guarantee with any catalog you may receive. Every issue this copy will be in your favor; I don't believe in publishing testimonials, my space is limited and more valuable; I have them on file and they are yours for the asking. But I am interested in showing a few photos. Every photo in this catalog was taken at my nursery by Mr. A. A. McBride, our photographer in Merrill, Mich., and are true scenes at my nursery. You are welcome to visit my nursery and I will show you many better scenes.

1916 SWORN STATEMENT

I hereby certify that I have fertilized by my method with especially prepared stable manure, every acre planted to strawberries for nursery purposes in the spring of 1916.

MAYER'S PLANT NURSERY,
M. Mayer, Jr., Proprietor.

STATE OF MICHIGAN, County of Saginaw—ss.

Subscribed and sworn to before me, a Notary Public, this 20th day of November, 1916.

(Signed) LEONARD FRANK,
Notary Public in and for Saginaw County, Mich.
My commission expires June 13, 1917.



Group of Planters on My Nursery

MAYER'S PLANTS PRODUCE AND MAKE MONEY

REFERENCES

State Bank of Merrill, R. T. Maynard, cashier. Inclose stamped envelope for reply and you will never be disappointed.

Assistant cashier, State Bank of Merrill, Mich.: "I can recommend to the buying public M. Mayer, Jr. (Bohemian nurseryman), Merrill, Mich., who extensively grows small fruit plants, as being thoroughly upright in all his business dealings, and I feel confident that all orders will be filled to the satisfaction of every patron. Respectfully yours, John Dufty, Assistant Cashier State Bank of Merrill."

And my many customers in most every state in the union. Also Agricultural papers on page 14.



Strawberries and Raspberries on My Nursery

PREPARING SOIL AND PLANTING

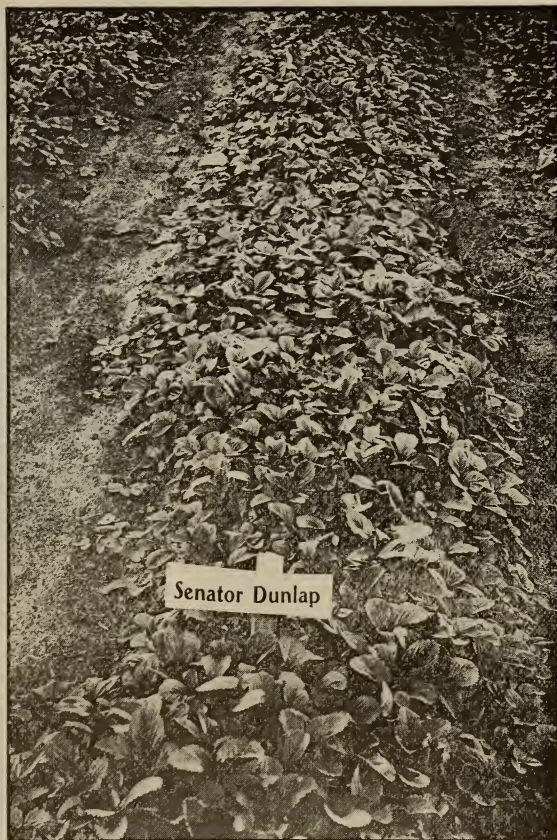
I prefer sandy loam for all small fruit plants. Always have soil well-drained. Plow and work ground to a garden bed. Roll or float just before planting. Cultivate as soon as plants are set and always keep a dust mulch. Best fertilizer is good rotted stable manure; a green crop of any kind plowed under is good.

Strawberry plants do best when planted 18 inches in rows, and rows 3½ feet apart. Keep all blossoms cut off newly set strawberry plants the first year.

Red and black raspberry plants, set three feet in the row and rows six feet apart.

ORDERING AND SHIPPING

I will much appreciate cash with order as all plants must be paid for before shipment is made. All prices are f. o. b. Merrill, Mich. Always use order sheet inclosed. Write your name, address, shipping point and varieties very plainly. I closely estimate all varieties and plants are reserved when your order is booked. I aim to grow more plants than I expect to sell each year. It is important that you order early.



Mayer's True Strain

SET NORTHERN GROWN PLANTS

Dormant plants are always best and can be planted from one to three weeks later in southern states with much better results than by planting southern plants which have a large growth of foliage and buds for blossoms.

The successful strawberry grower of the southern states buys if possible northern grown plants. They have more vigor, will make a better growth, and will produce more and earlier berries.

REMITTANCE

Make remittance payable to Mayer's Plant Nursery. Remittances can be sent by Postoffice Money Order, Bank Draft, Express Order, or personal check.

NUMBER OF PLANTS REQUIRED TO SET AN ACRE

3 by 12 inches	14,520
3 by 18 inches	9,680
3½ by 18 inches	8,297
Plants 24 inches by 3½ feet.....	6,222
Plants 24 inches by 4 feet.....	5,445
Plants 30 inches by 3½ feet.....	4,356

MAYER'S PLANTS PRODUCE AND MAKE MONEY



Mayer's True Strain, Gibson Variety



Piles of manure after treatment, ready for top dressing, just before planting. By my method hundreds of loads each year are prepared and from 8 to 14 loads are used per acre.

Certificate of Nursery Inspection

No. 2623

This is to Certify that I have examined the nursery stock of M. Mayer, Jr., Merrill, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1917.

L. R. TAFT,

State Inspector of Nurseries and Orchards.

Agricultural College, Mich., Oct. 2, 1916.

FALL BEARING STRAWBERRIES

From my own experience, and all the information which reaches my desk from many states, I would say that the Progressive, Superb and Productive are the three leading varieties. While fall bearing strawberries have come to stay, and, in their climate and under proper cultivation and conditions will be profitable to the grower, yet many nurserymen are saying too much in their favor.



Mayer's True Strain

No. 1, Helen Davis. No. 2, Parson's Beauty. No. 3, Warfield. No. 4, Senator Dunlap.
No. 5, Early Michael. No. 6, S. L. Champion.

FALL BEARING VARIETIES

Progressive (Per.)—Progressive is undoubtedly the best. The berries are of fair size, rich deep crimson in color. The plants are strong growers, having an abundance of good large leaves. This variety, like the Superb, will produce a bumper crop the second spring planted, after bearing a good crop the fall before.

Superb (Per.)—The fruit of Superb is large, dark red, firm and of extra good quality. The plants are healthy growers and make runners freely.

Productive (Imp.)—The plants are large, with dark green foliage. It fruits considerably on new runner plants. Color, light red. Firm.

SPRING BEARING VARIETIES

Charles I (Per.) New, extra early berry with me, Charles I is far ahead of other early varieties. Produces abundance of large berries of good quality.

Kellogg's Premier (Per.) I have fruited this variety, finding it very productive. Berries are large in size and delicious in flavor. Include this variety in your order.

Senator Dunlap (Per.)—Plants perfectly healthy, and long rooted and comes as near being drouth proof as any variety in my list. Fruit large, smooth, regular, and very attractive. **Very firm**, and of a beautiful deep red color. It commences to ripen medium early and is of long season. **Is one of the best — if not the best — fertilizers for the Warfield.** It does well anywhere and is especially good for beginners and fruit growers, as they cannot fail with it on any kind of soil or by any mode of culture. I have tested this berry for years, and do not hesitate to recommend it as one of the very best medium early varieties. It stands today the leading market berry among all the fruit growers.

MAYER'S PLANTS PRODUCE AND MAKE MONEY

Warfield (Imp.)—Warfield is a richer berry and deep-red in color, thus making it one of the very best for canning; it also holds its color in the can. This is a very important point in its favor. In plant growth this variety is quite similar to Senator Dunlap, except it does not root so deep. While the individual plants are quite small it is remarkable the number of quarts produced by a lightly matted row on good strong soil. Plant Warfield with Dunlap.

Joe Johnson (Per.)—This new berry was originated in Maryland about four years ago, and has been well tested. We believe that it will prove to be one of the very best late strawberries grown. The Joe Johnson is very productive of very large berries; it is a beautiful red berry, with a bright green calyx, which adds greatly to its beauty and market value. Its flavor is good and it is one of the best shipping varieties, has a perfect flower blossom, and is a strong fertilizer.

Gibson (Per.)—Gibson is the most profitable variety of strawberries grown. The flesh of the berry is red clear through. The flavor is as fine as can be found in any strawberry; a perfect table and canning berry. Fruit stems are plenty and are strong and upright.



Force in digging and packing season on my nursery. No children allowed



Mayer's True Strain
Kellogg Premier Variety

Pocomoke (Per.)—As a commercial grower this comes very nearly being a perfect variety. It is an abundant bearer of large, firm, bright red berries. It is a superior berry in every way; needs no petting and will produce large crops under reasonably good culture.

Lovett (Per.)—This is a standard variety and is a good dependable berry in all soils and seasons. A good producer of large, evenly shaped berries that are firm; medium to large size.

Aroma (Per.)—My choice of late varieties. This is one that comes nearer being suited to all localities.

Parsons' Beauty (Per.)—One that may be depended upon to produce a large crop of fruit every season. The plants are splendid growers on any soil, and without a sign of any disease. The fruit is large, conical, uniform shape, dark red. Largely planted by commercial growers on account of its vigor and productiveness.

Helen Davis (Per.)—The berry is sweet, and is a fine berry for canning. It is a heavy cropper, and will yield perfect berries, and is a strong pollenizer for imperfect varieties. It will go through hard frosts and bear a good crop of fruit.

Pride of Michigan (Per.)—Plants large, with an abundance of foliage.

Gandy (Per.)—This variety does best when planted with some other late berry.

Glen Mary (Per.)—A decidedly good berry in point of plant, yield, great size, bright color, firmness and good quality.

Haverland (Imp.)—Mid-season. A very popular variety.

August Luther (Per.)—This is an old-time favorite for an early berry.

Pineapple (Per.)—Not overly large, but has a delicious flavor.

Stevens' Late Champion (Per.)—This late variety seems to do well wherever tested. Very large; good shipper; a heavy yielder. It ripens later than the Gandy.

Brandywine (Per.)—Rich in pollen and a good fertilizer for medium late imperfect flowering varieties. Season medium late.

Michaels' Early (Per.)—This is an old variety and needs no description. Planted now solely for table use, as its quality is unexcelled.

Sample (Imp.)—The introducer says: "Large size and fine quality; continues a long time in fruit. The berries are large to the last."



Block of Peach Trees on My Nursery

PEACH TREES

I have very nice blocks of peach trees grown carefully under my personal attention which I list very low and every tree in its grade is strictly No. 1. Not less than five trees sold, but you may take one or more trees of each variety to make up order to five trees. Peaches grow and bear fruit successfully in most all climates when favored with proper location—high elevation is best.

Varieties.—J. H. Hale ripens in September, fruit is freestone; Elberts ripens in September, freestone; Ocanna ripens in September, freestone; New Prolific ripens in September, freestone; Early Michigan ripens in July, clingstone; Marquette ripens in August, freestone; Dewey ripens in August, freestone; Late Crawford ripens in September, freestone; Engle Mammoth ripens in September, freestone; Early Crawford ripens in August, freestone; Gold Mine ripens in September, freestone.

Price and Size.—Size four feet and up:—One tree 8 cents; twenty-five trees 7 cents per tree; fifty trees 6 cents per tree; one hundred or more trees 5 cents per tree. Size two and one-half to four feet:—One tree 5 cents; twenty-five trees 4 cents per tree, one hundred or more trees 3 cents per tree. Mailing size, two to two and one-half feet, 5 cents per tree, postage prepaid to any address in the United States. All varieties and grades have abundance of roots, assuring sure growth. My advice: do not delay in placing your order.

BLACKBERRIES

Eldorado and Snyder—Two productive and very hardy varieties. I have a very fine stock of sucker and transplanted plants. Stock and prices are right. Price: Sucker plants, 100 for 80 cents; 500 for \$4.00; 1000 for \$7.50. Transplanted plants, 100 for \$1.00; 500 for \$5.00, 1000 for \$9.00.

RASPBERRY PLANTS

Cuthbert—Red raspberry. Very productive and hardy. I have a fine block of two-year plants, strictly No. 1. Price: 100, \$1.00; 500, \$3.50; 1000, \$6.50.

POTATOES

As potatoes were almost a failure this year I will not list stock for 1917.

ASTER SEED

I grow my own seed, improving fertility of seed and size of blossoms, some measuring six inches in diameter, something most beautiful to look at. Look at the beautiful row of pink asters in front of the children. Could you compare them with common varieties? To please many of my customers I have mixed seed of the following colors: red, purple, pink, lavender and white, all double blossoming varieties. They are worth your trial. Price 15 cents per package, postage prepaid.

PRICE LIST OF STRAWBERRY PLANTS

Varieties marked (Imp.) are pistillate and must be planted near some perfect blooming varieties. Varieties marked (Per.) are perfect and can be planted by themselves. Prices are f. o. b. Merrill, Michigan. I advise that plants be shipped by express. By mail, add 20 cents per 100 plants.

	Per 100	Per 500	Per 1000	DISCOUNT January, February and March, 10 per cent. April and May, 5 per cent.
EARLY VARIETIES—				
Charles I (Per.).....	\$0 50	\$2 00	\$4 00	
Helen Davis (Per.).....	50	1 88	3 75	
August Luther (Per.).....	50	1 63	3 25	
Michael Early (Per.).....	50	1 63	3 25	
Warfield (Imp.).....	50	1 63	3 25	
MIDSEASON VARIETIES—				
Joe Johnson (Per.).....	50	2 00	4 00	
Gibson (Per.).....	50	1 88	3 75	
Pocomoke (Per.).....	50	1 88	3 75	
Senator Dunlap (Per.).....	50	1 63	3 25	
Glen Mary (Per.).....	50	2 00	4 00	
Lovett (Per.).....	50	1 75	3 50	
Pineapple (Per.).....	50	1 25	1 65	
Parson's Beauty (Per.).....	50	1 75	3 50	
Haverland (Imp.).....	50	2 00	4 00	
LATE VARIETIES—				
Kellogg's Premier.....	50	2 00	4 00	
Gandy (Per.).....	50	1 88	3 75	
Aroma (Per.).....	50	1 88	3 75	
Steven's Late Champion (Per.)..	50	1 63	3 25	
Brandywine (Per.).....	50	2 00	4 00	
Pride of Michigan (Per.).....	50	2 00	4 00	
Sample (Imp.).....	50	2 00	4 00	
FALL BEARING VARIETIES—				
Progressive (Per.).....	1 20	5 00	10 00	
Superb (Per.).....	1 20	5 00	10 00	
Productive (Imp.).....	1 20	5 00	10 00	

On all stock listed in this catalog you may take a 10-5 per cent. discount as follows: Orders booked in January, February and March, 10 per cent.; orders booked in April and May, 5 per cent. The above discount is for all orders, small or large, or any amount of plants or trees of one or more varieties. For instance: 100 Progressive, \$1.20, 500 Dunlap, \$1.63, 25 peach trees, No. 1, four feet and up, \$1.75, 1 package Aster seed 15c, amount \$4.73; January discount 10 per cent., 47c Order would be \$4.26. On 10,000 or more plants write for special price. I will gladly give advice or any further information desired, if possible. I will be glad to be of service to you. Advising you to send in your order early I remain,

Yours very truly,

M. MAYER, Jr.,

Bohemian Nurseryman.

LICENSES AND INSPECTION

I carry licenses for selling nursery stock, a copy of which is sent with every shipment.



Each year I place my nursery advertisement in above thirty-seven agricultural farm papers. For you it is additional reference in my plant business, as all these papers stand true to their subscribers and let no dishonest ads. be placed in their columns. Should you wish to subscribe for any one or more of these valuable papers you may advise me. (Language) English, German and Bohemian.

Order Sheet

Please oblige me and use this sheet when you send me your order.

MAYER'S PLANT NURSERY, Merrill, Michigan.

Name	Amount Inclosed	
Postoffice	P. O. Order,	\$.....
County	Express Order	\$.....
State	Check, - -	\$.....
Express Office	Cash - -	\$.....
Freight Station	Total - -	\$.....

Forward order about.....

Do not write your letter on this sheet.

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Familiar Road and Railroad Sign on My Nursery